

Case Study: Skittles

“The Skittles Carnival Gum program was the perfect way for us to launch our new confectionary gum to the Facebook audience. We were able to engage with consumers in this new social networking medium and create a dialogue with consumers.”



Client Objective

Skittles wanted to introduce and raise brand awareness for its new Carnival Gum confectionary product to teenagers and young adults on Facebook.

Facebook Solution

Skittles leveraged Facebook's integrated advertising platform to build brand awareness for the new Carnival Gum using a combination of Virtual Gifts, Sponsored Stories and the custom Skittles Carnival Gum Sponsored Group branded destination.

Virtual Gifts

All 250,000 Skittles Carnival Gum Virtual Gifts that were featured on the Facebook home page sold out within 2 days! 66% of all gifts given on Facebook on launch day were the Skittles Virtual Carnival Gum Gift.

Sponsored Stories and Sponsored Group Branded Destination

Multi-image Sponsored Story advertisements drove users to the fun Skittles Carnival Gum Facebook community where users could:

- ▶ Play the “Whack-a-Bubble”, Ski-ttle Ball” and “Bust the Bubble” interactive games
- ▶ Discuss favorite Skittles flavors and other topics via Facebook Discussion Boards and Wall Posts
- ▶ Vote on fun and interactive polls

Results & Learnings

Skittles successfully introduced Carnival Gum on Facebook and connected with their target audience.

- ▶ More than 179,000 unique visitors went to the Skittles Carnival Gum Sponsored Group
- ▶ Over 10,000 people became members of the community.

A third party Dynamic Logic research study proved that brand education, awareness and purchase intent increased as a direct result of advertising on Facebook.

- ▶ The Facebook Skittles Carnival Gum Sponsored Group environment increased bottom funnel brand metrics and was effective at persuading frequent and infrequent Skittles candy buyers to purchase the new Skittles Gum.
- ▶ The Facebook community associated Skittles as a fun brand that sponsors fun games as a direct result of Skittles Carnival Gum advertising.

